

Staff Summary Report



Development Review Commission Date: 06/26/07

Agenda Item Number: 4

SUBJECT: Hold a public meeting for a Development Plan Review for TACO BELL located at 1674 E. Southern Avenue.

DOCUMENT NAME: DRCr_TacoBell_062607

PLANNED DEVELOPMENT (0406)

SUPPORTING DOCS: Yes

COMMENTS: Request for **TACO BELL (PL070112)** consists of a new pad restaurant within the Southern Palms shopping center, with approximately 2,806 s.f. on .538 net acres, in the Planned Commercial Center PCC-2 Zoning District. The request includes the following:

DPR070112 – Development Plan Review including site plan, building elevations, and landscape plan.

PREPARED BY: Diana Kaminski, Senior Planner (480-858-2391)

REVIEWED BY: Lisa Collins, Planning Director (480-350-8989)

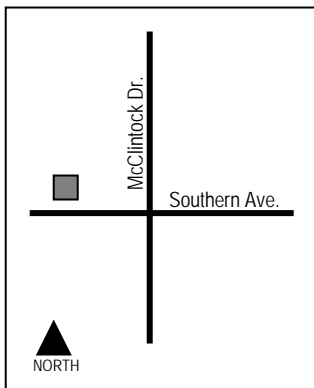
A handwritten signature in black ink, appearing to be 'LC' or similar, located next to the 'REVIEWED BY' line.

LEGAL REVIEW BY: N/A

FISCAL NOTE: N/A

RECOMMENDATION: Staff – Approval, subject to conditions (1-23).

ADDITIONAL INFO:



Gross/Net site area	.538 acres
Building area	2,806 s.f.
Lot Coverage	12 % (50% maximum allowed)
Building Height	27 ft (40 ft maximum allowed)
Building setbacks	9'6" front, 35'10" side, 71'8" rear provided (0' front, 30' side, 30' rear allowed)
Landscaped area	7,186 s.f./ 30% (15% minimum required)
Vehicle Parking	37 spaces (within shared parking for center)
Bicycle Parking	8 spaces (6 minimum required)

A neighborhood meeting is not required with this application.

ATTACHMENTS:

1. List of Attachments
 2. Comments
 - 3-7. Reasons for Approval / Conditions of Approval
 - 7-11. History & Facts / Description / Zoning & Development Code Reference
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- A. Location Map
 - B. Aerial Photo
 - C. Letter of Explanation
 - D. Site Plan
 - E. Building Elevations
 - F. Building Sections
 - G. Floor Plans
 - H. Landscape Plan
 - I. Conceptual Grading and Drainage Plan
 - J. Photo of exterior (similar store in Tucson)
 - K. Colored Renderings

COMMENTS:

The applicant is requesting an approval for a Development Plan Review for a new pad restaurant consisting of a one-story, 2,806 s.f. of building area on .538 net acres. This site is located within the Southern Palms Shopping Center just west of McClintock Drive, on the north side of Southern Avenue. Existing uses on the subject site include nine other restaurants, a charter school, a bank, a dental office and a furniture store, requiring 1045 parking spaces. Parking is shared among these uses; there are a total of 1151 parking spaces available on site, providing a surplus of 106 spaces. The proposed Taco Bell removes 42 parking spaces during construction, and requires 37 spaces for the new restaurant. The shopping center will have a surplus of 27 parking spaces after the addition of the new restaurant. The project has indicated a monument sign for this tenant; this is a separate request that requires a variance. Signage is not included in this request. This proposal is consistent with the General Plan 2030 Projected Land Use and Residential Density maps. Staff recommends approval of the request for the Development Plan Review.

Project Analysis

The proposed Taco Bell restaurant uses a new store model that incorporates a variety of colors and textures. The building has a very large parapet wall above the roof height, and a decorative arched component reminiscent of a bell tower lintel. The top two feet of the building has a band of trapezoid and triangle forms patchworked in four colors: Sherwin Williams: SW6383 – Golden Rule; SW2861 – Avocado; SW2803 – Rookwood terra cotta; SW6558 – Plummy. These are new corporate colors used in the accent band as well as in the signage and in faux window panels on two elevations. Above the faux window elements are painted Dunn Edwards DE 3029 *Express* metal trim arches with downlights. The primary building is an EFIS stucco surface painted Dunn Edwards DE129 *Ecrú Bead*. Architectural pop outs shown on the south, north and west elevations are painted Dunn Edwards SP 2650 *Taos*. Trim at the base of the 2' colored accent band is painted Dunn Edwards DE3030 *Endurance*. Window mullions are painted Dunn Edwards DE 977 *Cedar Rust*. The metal arched lintel above the roofline is painted Dunn Edwards DE 2340 *Desert Star*. The base of the building has a faux stone wainscot of Coronado Stone, Idaho Drystack look in *Carmel Mountain* colors. The storefront is to be dark anodized bronze finish. The metal accent awnings are to be painted Dunn Edwards SP 262.

Staff recommends approval of the colors and materials, however, there are several issues related to the elevations that are not satisfactory as presented. Staff is conditioning the approval of this design to address several issues:

- Require that the architectural pop-out element shown on the south, north and west elevation be added to the east façade, to provide four sided architecture, as required by the General Plan of Development for this center and for aesthetic reasons. The east elevation could also use a faux window, although this is only a recommendation, not a condition.
- Require that the bell shown on the faux window and above the entrances be removed, these are sign elements which need to have separate review.
- Remove the faux window on the right side of the north elevation, and replace this with a real window into the dining room, for both aesthetic and security reasons. With all of the parking located on the north side of the building, and the only surveillance provided by the drive through window, staff determined that safety of the employees and customers would be enhanced with visual surveillance between the dining room and parking area. This would also benefit the security of the rest of the shopping center.
- Remove the arch element from the north elevation where the architectural pop-out is only 4". Most of the arched elements are located on top of pop out features that allow the arch to be free-standing from the building. The north side arched element conflicts with the accent band and the main body of the building.
- Remove the 6' screen wall and provide electrical and utility equipment internal to the building, not on the east façade, this is for both aesthetic and security reasons.

REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use for this site.
2. The project conforms to the standards within the PCC-2, Planned Commercial Center District and will meet the development standards required under the Zoning and Development Code.

CONDITIONS OF APPROVAL:

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. DEVELOPMENT REVIEW COMMISSION MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS. THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCE THAT PLANNING STAFF OBSERVES ARE PERTINENT TO YOUR CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT. THESE ITEMS ARE NOT AN EXHAUSTIVE LIST.

General

1. Your drawings must be submitted to the Development Services Building Safety Division for building permit by **June 26, 2008** or Development Plan approval will expire.
- Verify all comments by the Public Works Department, Development Services Department, and Fire Department given on the Preliminary Site Plan Reviews dated May 30, 2007. If questions arise related to specific comments, they should be directed to the appropriate department, and any necessary modifications coordinated with all concerned parties, prior to application for building permit. Construction Documents submitted to the Building Safety Department will be reviewed by planning staff to ensure consistency with this Design Review approval prior to issuance of building permits.
 - The project site (does not) have an Archaeologically Sensitive designation. However, State and federal laws apply to the discovery of features or artifacts during site excavation (typically, the discovery of human or associated funerary remains). Where such a discovery is made, contact the Arizona State Historical Museum (520-621-6302) for removal and repatriation of the items. Contact the Tempe Historic Preservation Officer (Joe Nucci 480-350-8870) if questions regarding the process described in this condition.
 - Security Requirements:
 - Design building to maximize visual surveillance of vicinity. Limit height of walls or landscape materials, and design columns or corners to discourage opportunity for ambush opportunity. Distances of 20'-0" or greater, between a pedestrian path of travel and any hidden area allow for increased reaction time and safety.
 - Follow the design guidelines listed under appendix A of the Zoning and Development Code. In particular, reference the CPTED principal listed under A-II Building Design Guidelines (C) as it relates to the location of pedestrian environments and places of concealment.
 - Specific requirements of the **Zoning and Development Code** are not listed as a condition of approval, but will apply to any application. To avoid unnecessary review time, and reduce the potential for multiple plan check submittals, it is necessary that the applicant be familiar with the Zoning and Development Code (ZDC), which can be accessed through www.tempe.gov/zoning, or purchased at Development Services.
 - Standard Details:
 - Tempe Standard "T" details may be accessed through www.tempe.gov/engineering or purchased from the Engineering Division, Public Works Department.
 - Tempe Standard "DS" details for refuse enclosures may be accessed through www.tempe.gov/tdsi/bsafety or may be obtained at Development Services.

Site Plan

2. Provide 8'-0" wide public sidewalk along arterial roadways, or as required by Traffic Engineering Design Criteria and Standard Details.

3. Provide upgraded paving at each driveway apron consisting of unit paving. Extend unit paving in the driveway from the back of the accessible public sidewalk bypass to 20'-0" on site and from curb to curb at the drive edges.
 4. Place exterior, freestanding reduced pressure and double check backflow assemblies in pre-manufactured, pre-finished, lockable cages (one assembly per cage). If backflow prevention or similar device is for a 3" or greater water line, delete cage and provide a masonry or concrete screen wall following the requirements of Standard Detail T-214.
 5. Utility equipment boxes for this development shall be finished in a neutral color (subject to utility provider approval) that compliments the coloring of the buildings.
- Fire lanes need to be clearly defined. Ensure that there is at least a 20'-0" horizontal width, and a 14'-0" vertical clearance from the fire lane surface to the underside of tree canopies; or overhead structure, if allowed by Fire Department. Details of fire lane(s) are subject to approval of the Fire Department (Jim Walker 480-350-8341).
 - Overhead utilities must be undergrounded; underground utilities requirement excludes high-voltage transmission line unless project inserts a structure under the transmission line. Coordinate site layout with Utility provider(s) to provide adequate access easement(s).
 - Clearly indicate property lines, the dimensional relation of the buildings to the property lines and the separation of the buildings from each other.
 - Verify location of any easements, or property restrictions, to ensure no conflict exists with the site layout or foundation design.
 - Refuse:
 - Enclosure indicated on site plan is exclusively for refuse. Construct walls, pad and bollards in conformance with Standard Detail DS-116.
 - Contact Sanitation staff (Ron Lopinski 480-350-8132) to verify that vehicle maneuvering and access to the enclosure is still adequate.
 - Driveways:
 - Construct driveways in public right of way in conformance with Standard Detail T-320.
 - Correctly indicate clear vision triangles at both driveways on the site and landscape plans. Identify speed limits for adjacent streets at the site frontages. Begin sight triangle in driveways at point 15'-0" in back of face of curb. Consult "Corner Sight Distance" leaflet, available from Development Services Counter or from John Brusky in Transportation (480-350-8219) if needed. Do not locate site furnishings, screen walls or other visual obstructions over 2'-0" tall (except canopy trees are allowed) within each clear vision triangle.
 - Parking spaces:
 - Verify conformance of accessible vehicle parking to the Americans with Disabilities Act of 1990 (42 U.S.C.A. §12101 ET SEQ.) and the Code of Federal Regulations Implementing the Act (28 C.F.R., Part 36, Appendix A, Sections 4.1 and 4.6). Refer to Standard Detail T-360 for parking layout and accessible parking signs.
 - At parking areas, provide demarcated accessible aisle for disabled parking.
 - Distribute bike parking areas nearest to main entrance(s). Provide parking loop/rack per standard detail T-578. Provide 2'-0" by 6'-0" individual bicycle parking spaces. One loop may be used to separate two bike parking spaces. Provide clearance between bike spaces and adjacent walkway to allow bike maneuvering in and out of space without interfering with pedestrians, landscape materials or vehicles nearby.

Floor Plans

- A security vision panel shall be provided at service and exit doors (except to rarely accessed equipment rooms) with a 3" wide high strength plastic or laminated glass window, located between 43" and 66" from the bottom edge of the door.

Building Elevations

6. The architectural pop-out element shown on the south, north and west elevations shall also be added to the east façade, to provide four sided architecture, as required by the General Plan of Development for this center.
 7. Remove the bell shown on the faux window and above the entrances, these are sign elements which need to have separate review.
 8. Remove the faux window on the right side of the north elevation, and replace this with a real window into the dining room.
 9. Remove the arch element from the north elevation where the architectural pop-out is only 4" and provide a continuous decorative band at the top of the building.
 10. Provide main colors and materials with a light reflectance value of 75 percent or less. Specific colors and materials exhibited on the materials sample board are approved by planning staff. Submit any additions or modifications for review during building plan check process. Planning inspection staff will field verify colors and materials during the construction phase.
 11. Provide secure roof access from the interior of the building. Do not expose roof access to public view.
 12. Conceal roof drainage system within the interior of the building. Minimize visible, external features, such as overflows, and where needed design these to enhance the architecture of the building.
 13. Incorporate lighting, address signs, incidental equipment attachments (alarm klaxons, security cameras, etc.) where exposed into the design of the building elevations so that the architecture is enhanced by these elements.
 14. Remove the 6' screen wall shown on plan and elevation view. Locate the electrical service entrance section (S.E.S.) inside the building or inside a secure yard that is concealed from public view.
 15. Exposed conduit, piping, etc. is not allowed unless a creative conduit surface design that compliments the architecture is reviewed and approved by the Development Review Commission.
- Measure height of buildings from top of curb along front of property (as defined by Zoning and Development Code).
 - Avoid upper/lower divided glazing panels in exterior windows at grade level, particularly where lower (reachable) glass panes of a divided pane glass curtain-wall system can be reached and broken for unauthorized entry. Do not propose landscaping or screen walls that conceal area around lower windows. If this mullion pattern is desired for aesthetic concerns, laminated glazing may be considered at these locations.

Lighting

16. Follow requirements of ZDC Part 4 chapter 8
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17. Illuminate building entrances from dusk to dawn to assist with visual surveillance at these locations

- Follow the guidelines listed under appendix E “Photometric Plan” of the Zoning and Development Code.

Landscape

18. Irrigation notes:

- a. Provide dedicated landscape water meter.
 - b. Enclose backflow prevention device in a lockable, pre-manufactured cage.
 - c. Provide pipe distribution system of buried rigid (polyvinylchloride), not flexible (polyethylene). Use of schedule 40 PVC mainline and class 315 PVC ½” feeder line is acceptable. Class 200 PVC feeder line may be used for sizes greater than ½” (if any). Provide details of water distribution system.
 - d. Locate valve controller in a vandal resistant housing.
 - e. Hardwire power source to controller (a receptacle connection is not allowed).
 - f. Controller valve wire conduit may be exposed if the controller remains in the mechanical yard.
 - g. Provide temporary irrigation to existing landscape (on site or in these frontages) for period of time that irrigation system is out of repair. Design irrigation so (existing plants on site or in frontages) is irrigated as part of the reconfigured system at the conclusion of this construction.
19. Include requirement in site landscape work to de-compact soil in planting areas on site and in public right of way and remove construction debris from planting areas prior to landscape installation.
20. Top dress planting areas with a rock or decomposed granite application. Provide rock or decomposed granite of 2” uniform thickness or less. Provide pre-emergence weed control application and do not underlay rock or decomposed granite application with plastic.
- Prepare an existing plant inventory for the site and adjacent street frontages. The inventory may be prepared by the Landscape Architect or a plant salvage specialist. Note original locations and species of native and “protected” trees and other plants on site. Move, preserve in place, or demolish native or “protected” trees and plants per State of Arizona Agricultural Department standards. File Notice of Intent to Clear Land with the Agricultural Department (602-364-0935). Notice of Intent to Clear Land form is available at www.agriculture.state.az.us . Follow the link to “form”, to “native plants”, and to “notice intent to clear land”.
 - Indicate the location of all exterior light fixtures on the site, landscape (and photometric) plans. Avoid conflicts with lights in order to maintain illumination levels for exterior lighting.

Signage

21. The proposed monument sign is not approved with this application, this requires a variance; make separate application for this entitlement process.

22. All signage must comply with the sign package criteria for Southern Palms Shopping Center.

23. Provide address sign on the building elevation facing the street to which the property is identified.

- a. Conform to the following for building address signs:
 - 1) Provide street number only, not the street name
 - 2) Compose of 12” high (standard for commercial), individual mount, metal reverse pan channel characters.
 - 3) Self-illuminated or dedicated light source.
 - 4) Coordinate address signs with trees, vines, or other landscaping, to avoid any potential visual obstruction.
 - 5) Adjust locations on building so sign is unobstructed by trees, vines, etc.

- 6) Do not affix number or letter to elevation that might be mistaken for the address.
- b. Utility meters shall utilize a minimum 1" number height in accordance with the applicable electrical code and utility company standards.
- Obtain sign permit for any identification signs as well as for internally (halo) illuminated address signs. Directional signs (if proposed) may not require a sign permit, depending on size. Directional signs are subject to review by planning staff during plan check process. Separate Development Plan Review process may be required if signs do not conform to ZDC Part 4 Chapter 9 (Signs).

HISTORY & FACTS:

February 7, 1963	City Council approved a zoning change from R1-6 to PSC-1 Planned Neighborhood Shopping Center District (now PCC-2), and approved a General Plan of Development for University Mall Shopping Center, subject to conditions.
January 12, 1970	Planning and Zoning Commission approved the Amended General Development Plan for the Basha Shopping Center located on the 8.4 acre parcel at the southwest corner of Southern Avenue and McClintock Drive, subject to 3 conditions.
February 12, 1970	City Council approved the Amended General Development Plan for the Basha Shopping Center (as described above).
September 23, 1971	City Council approved the Amended General Plan of Development for the Basha's Shopping Center, subject to conditions.
December 13, 1971	Planning and Zoning Commission approved the Amended General Plan of Development for the Basha's Shopping Center, subject to conditions.
January 5, 1972	Design Review Board approved building elevations, site plan and signage for Southwest Savings and Loan.
January 27, 1972	City Council approved the Amended General Plan of Development for Basha's Shopping Center/Southwest Savings and Loan.
August 21, 1972	Board of Adjustment approved a variance for Southwest Savings and Loan to increase the maximum sign area from 24 s.f. to 48 s.f. to allow profile sign.
October 23, 1973	Planning and Zoning Commission approved the Amended General Plan of Development subject to conditions.
November 20, 1973	City Council approved the Final Plan of Development for Tempe Mall, subject to conditions.
December 1, 1975	Planning and Zoning Commission approved an Amended General Plan of Development for a 7.5 acre parcel located at the southwest corner of McClintock Drive and Southern Avenue, subject to 7 conditions. Public Works approval of all street dedications, alleys, easements, driveways, drainage, water and sewer construction drawings, refuse pickup, off-site improvements and bikepaths; increase lot coverage from 25% to 27%; replace dead plant material per approved plan; landscaping plans be approved by planning staff prior to City Council action of Final Plan and be installed prior to issuance of occupancy permits; A 5' mortar wash masonry wall or other suitable screening device shall be provided along Butte Avenue behind this new

addition; Refuse area to be screened by a 5' wall with materials to match the building; The new signs shall adhere to the criteria submitted and approved for Bashas.

- February 23, 1978 City Council approved Amended Plan for 345,613 s.f. mall and 18 commercial and office pads. Use permits were approved for a new car dealer, gymnasium and health club, bowling, cinema and racquetball facilities. A building coverage variance was also approved.
- November 14, 1978 Planning and Zoning Commission approved an Amended General Plan subject to conditions. This plan was never taken to City Council.
- January 8, 1980 Planning and Zoning Commission recommended approval of an Amended General Plan of Development, subject to 27 conditions.
- February 28, 1980 City Council approved the Amended General Plan of Development for Southern Palms Center, with variances, for the property located at the northwest corner of Southern and McClintock, subject to 29 conditions
- April 2, 1980 The Design Review Board approved building elevations and site and landscape plans for Phase I of this center.
- April 9, 1981 City Council approve a Final subdivision Plat consisting of 10 lots and an Amended General and Final Plan of Development for SSouthern Palms Center, consisting of 244,000 s.f. on 24.9 acres.
- May 20, 1981 Design Review Board approved building elevations modifications with no conditions.
- February 24, 1981 Planning and Zoning Commission approved the Amended General and Final Plan of Development and four requested variances, subject to six conditions.
- April 9, 1981 City Council approved a Final Subdivision Map and an Amended General and Final Plan of Development for Southern Palms Center, consisting of 10 lots on 24.93 acres located at the northwest corner of McClintock and Southern Avenue, subject to conditions: all conditions of approval previously applied to the General Plan of Development shall be adhered to; all pad buildings receiving a setback variance shall not have a drive-through between the building and the property line, unless the drive through is between the allowed setback and the building; **rear of buildings for the commercial pads shall be architecturally designed on all four sides and relate to the major center**; any freestanding pad signs shall be limited to 5' in height and 20 s.f. and no portion of the sign project closer than 10' from the property line; no fast food operations with drive-thru shall be located on pad buildings H & J.
- August 5, 1981 Design Review Board approved a sign package for Southern Palms Shopping Center which provided pad tenants the choice of red, yellow or blue signs. Further, pad tenants were allowed to have signage on three building elevations or on two building elevations and one freestanding sign.
- August 26, 1981 Board of Adjustment approved a variance to allow one 20 s.f. freestanding identification sign for each of the eleven (11) pad buildings in the center; and a variance to increase the maximum allowable sign area for each of the pad tenants in the center from 40 s.f. to 104 s.f.
- October 25, 1981 Design Review Board approved building elevations site and landscape plans for Pedro

Verde's Restaurant.

October 28, 1981	Board of Adjustment approved a variance to increase the maximum allowable sign area for Safeway from 80 square feet to 235 square feet subject to conditions.
February 22, 1982	Design Review Board approved the building elevations, site and landscaping plans for building E of Southern Palms Center.
March 3, 1982	Design Review Board approved a professional office/medical building located at Pad D of the Southern Palms Shopping Center subject to 6 conditions (ordinance requirements only).
March 22, 1982	Design Review Board approved building elevations, site and landscape plans for Bob's Big Boy Restaurant, subject to conditions.
May 20, 1982	City Council approved the Final Plan of Development for Southern Palms Center, for Building E consisting of 26,400 s.f. building area.
July 7, 1982	Design Review Board approved signange for Pedro Verde's Restaurant, subject to conditions
October 20, 1982	Design Review Board approved three building mounted signs having rust, orange and white copy.
February 23, 1983	Board of Adjustment approved variance for freestanding sign for a pad tenant to a multi-tenant sign for pad D.
March 2, 1983	Design Review Board approved a freestanding identification sighn for Bob's Big Boy Restaurant.
September 19, 1985	Board of Adjustment approved a use permit and parking reduction from 1259 to 1224 spaces for Chevy's Diner and Bar in the 10,000 s.f. space adjacent on the south side of the subject suite. This use was never installed.
November 4, 1987	Design Review Board approved building elevations modifications for Southwest Savings and Loan.
February 17, 1988	Design Review Board approved signage for Southwest Savings and Loan subject to conditions.
March 8, 1988	Planning and Zoning Commission approved an Amended General Plan with variances for landscape islands that was withdrawn before being heard by City Council.
January 15, 1989	Board of Adjustment approved a use permit and parking reduction from 988 to 976 for the 502 Club in part of the subject space, that had been occupied since 1982 by Bob Brown's Lounge and Bar.
January 9, 1992	City Council approved an Amended General Plan for McDonald's Restaurant on Parcel 7 of the Center that included parking reduction from 65 to 51 spaces.
May 14, 1992	City Council approved an Amended General and Final Plan of Development for Southern Palms Shopping Center consisting of 253,116 s.f. on 25.09 net acres located at 1538 E. Southern and a Use Permit to be provided based on demand (shared parking) all subject to six conditions. Provisions regarding the CC&Rs for the Center

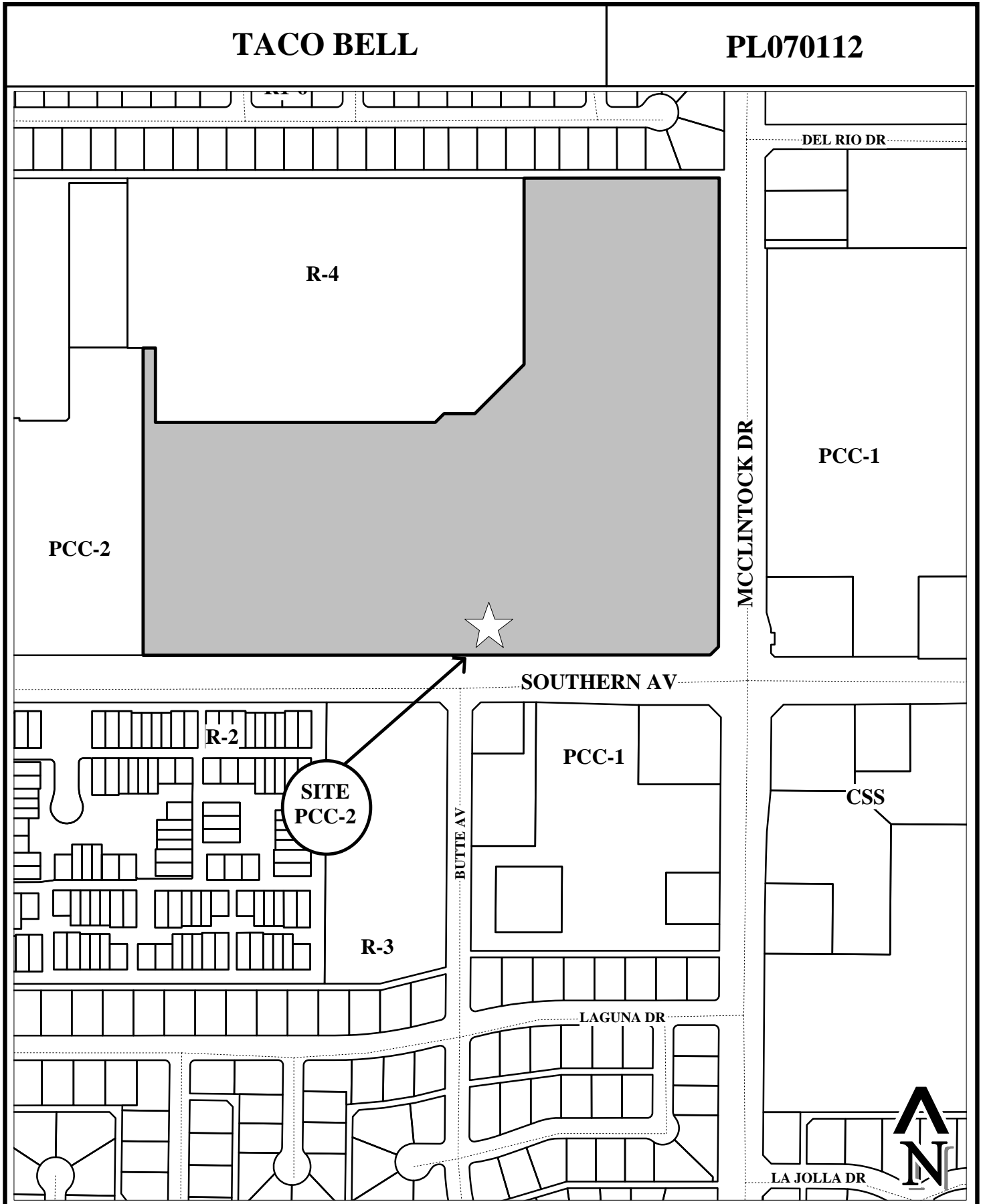
may not be amended without prior written approval of the City Attorney and Community Development Director; The owner of the Center shall at all times keep the Zoning Administrator advised of the identity of the person or firm responsible for the parking program duties enumerated in Ordinance 808 Ch. 6 Part I.C.3.b.; No more than 45,000 s.f. of gross floor area in the center may be devoted to restaurant use at any given time; no more than 30% of the center (80,500 s.f. gross floor area) shall be devoted to users requiring more parking per square foot than retail at any given time; The parking area shall be adequately paved and striped prior to the issuance of a tenant improvement permit for additional restaurant space in the center; The applicant shall commission a follow-up parking analysis and management study either as part of a request for a use permit for any expansion of any existing or new space in the center devoted to a bar/nightclub or one year after the total gross floor area in the center devoted to restaurants exceeds 40,000 s.f.

- March 21, 1995 Hearing Officer approved variance for a freestanding sign for Outback Steakhouse
- July 18, 1997 Design Review Board staff approved request for a patio addition for Outback Steakhouse located at 1743 E Southern Avenue.
- September 10, 2002 Design Review Board staff approved a request for two freestanding identification signs.
- March 2, 2007 Freestanding Multi-tenant signs for the center approved by Development Services staff.

This compiled chronology is as complete of a history of the site as found. Additional actions may have been taken with regard to signage for the center and its affiliated PAD sites.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-306, Development Plan Review



Location Map



TACO BELL RESTAURANT (PL070112)



2070 E. Southern Avenue • Tempe • AZ 85282 • Voice (480) 730-1776 • FAX (480) 968-6571

Design Intent

Project:

Proposed new Taco Bell NWC of McClintock and Southern

The design of this Taco Bell is based on a new image developed by Looker & Cappello Architects for a National re-imaging of the Taco Bell Corporate design in 2004. Taco Bell desired to present an architectural image and menu to it's customers as a more "Fast Casual" dining experience and provide design elements that were conducive to the enhanced dining experience. The design character reflects a Southwestern influenced menu rather than traditional "mexican restaurant" theme that many associate with Taco Bell.

To that end several design elements and themes were developed that are a part of the design of this building:

1. Glazing on the Drive through side was eliminated and artwork and murals were added to the interior to eliminate the "fishbowl" fast food aesthetic.
2. The arches at the tower entry points are reminiscent of the mexican influence in the food but have been stylized to reflect the contemporary architecture
3. Stone wainscot and veneers have been added to provide a contemporary palette that reflects the nature of the Southwest
4. A multi colored frieze band was added near the top of the parapets to add a festive image while giving interest and accent to the elevations
5. Contemporary metal awnings and trellises provide an allusion to the type of cuisine and serve as functional shading devices
6. Design panels on the exterior walls tie the metal awnings and colored frieze band into a cohesive accent on the exterior walls
7. Exterior colors have been selected for a darker light reflectance to enhance the appearance of a more upscale dining experience. (We have selected colors that match the exist shopping center architecture that are in the same range as the original design concept)

Thank You

Jeff Looker, President
Looker & Cappello Architects Inc

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CALL TWO MORNING DAYS
BEFORE YOU DIG
263-1100
1-800-STAKE.
CLATSOP COUNTY



“The outside attracts you and
makes you want to come in.”
—TACO BELL® Customer

“It's livelier and more colorful.
The colors bring you in...”
—TACO BELL Customer

M2Bold Development Process



